

**SYSTEMS AND METHODS FOR PACKAGING, DISTRIBUTING AND  
MANAGING ASSETS IN DIGITAL CABLE SYSTEMS**

**ABSTRACT OF THE DISCLOSURE**

5           Assets, such as content and related data are packaged, transmitted, received and  
managed in a digital cable television system to standardize the distribution of content and  
services from a content/service provider to subscribers in the system. The standardized  
format for packaging content enables the digital cable system to package, transmit,  
receive and manage diverse types of content, such as MPEGs, executable files, HTML  
10   pages, and the like, using standard system components without requiring reprogramming  
of the system to deploy new services. Service and content providers are freed from  
having to develop custom formats for delivering content and data to the cable system.  
Moreover, the standardized bundling of content and related data that is enabled by the  
invention allows the cable system operator to automate the deployment of services based  
15   on specific content and data to select subscribers.